

# MOSES LAKE TOURISM COMMISSION MINUTES

AUGUST 20, 2014

Members Present: Bev Shuford, Brenda Teals, Lisa Garmon and Mary Perry  
 Members Absent: Debbie Doran-Martinez  
 Staff Present: Spencer Grigg and Kerri Smoot  
 Guests Present: Councilman Todd Voth

2014

Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Garmon	X	C	X	C	X	C	C	X				
Doran-Martinez	X	C	X	C	E	C	C	E				
Perry	X	C	E	C	X	C	C	X				
Teals	X	C	X	C	X	C	C	X				
Shuford	X	C	X	C	X	C	C	X				

X=Present E=Excused Absence C=Meeting Cancelled V=Vacant R=Resigned N=Not Reappointed

## Call Meeting to Order

The regular meeting was called to order by Chair Brenda Teals at 7:00 p.m.

## Roll Call

Ms. Doran-Martinez was previously excused from meeting.

## Introduction of Guests/Visitors

Councilman Todd Voth present. He introduced himself to the Commission members.

## Approval of Minutes of Prior Meeting

Ms. Perry moved the minutes of May 21, 2014, be approved as submitted. Seconded by Ms. Shuford and passed unanimously.

## Correspondence/Communications

None.

## Grant County Tourism Commission – Report

Rhonda Davis resigned her position on the Commission and John Cedergreen announced he will not seek reappointment when his term expires. The annual retreat will be September 24<sup>th</sup> this year. At the last meeting Danny Wild, the General Manager of the Gorge Amphitheater, reported on the changes they've made in the way dehydrated concert-goers are cared for. In the past, a paramedic can insert an IV at the Gorge but removal had to be approved by a doctor so every patient had to be transported to a hospital. Most patients were transported to the Quincy hospital, which was been hard on the hospital and resulted in many outstanding medical bills. There are now medical personnel on site who can remove IV's so patients no longer have to be transported. Ms. Shuford stated that the hotel/motel tax reports are not very up-to-date because the state reporting has a two-month lag. Mr. Grigg explained the hotel/motel tax to Mr. Voth. Ms. Perry and Mr. Voth both brought up the article in the paper stating the Gorge Amphitheater is the fifth highest contributor to tax revenue. Significant discussion held regarding the various taxes affected by the Gorge. Mr. Burke reported on improvements and changes to the Travel Guide. Significant discussion held regarding the social media venues being used to promote tourism.

## Transient Rental Income/Sales Tax Revenue – Report

Commissioners received copies of the Transient Rental Income and Sales Tax Revenue reports for review and discussion.

Transient rental income posted in July for May sales was \$53,058.98, a decrease of 2% from the same period of time last year.

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Sales tax revenue posted in July for May sales was \$454,949.89, an increase of 7% from the same period of time last year.

### Marketing Update – Bill Burke, Burke Marketing

Mr. Burke gave highlights of the 4<sup>th</sup> of July event, the Collin Raye concert, the Bluegrass Festival and the Los Lobos concert. He shared his ideas about making the Bluegrass Festival even better next year by providing more shade and possibly a second meal. Due to the overwhelming success of the salmon meal this year, we will offer it again next year. Moses Lake lure brochures were passed out for review. Most of the advertising for this year is over now. The next event to be advertised is the Holiday Show which will be held in November.

### Director's Report

#### *Budget –*

We are well into the budget process for 2015. The budget will be very tight again next year due to the REC tax issues.

#### *Concert Season –*

All of the summer concerts were great events again this year.

#### *Surf 'n Slide Water Park –*

The paint used to resurface the pool last year turned yellow after the water was drained. The distributor provided white epoxy to cover the discolored paint, but that epoxy is now flaking off in spots and the yellow paint is showing again. The distributor will be coming here to fix this issue once the pool is drained at the end of this season.

#### *Larson Playfield –*

The broken and failing lights at the playfield probably won't be replaced this year because of the budget constraints still in place due to the REC tax issues. The lighting has gotten so bad that we can no longer host the night games we have always had, which may result in a potential loss of revenue for the community. We have applied for a state grant that would help pay for half of the costs if it is awarded to us, but even if we do get awarded the grant we may have to turn it down if we don't have enough in the budget to cover the remaining costs.

### Commission Questions and Comments

Ms. Perry asked when the Holiday Show will be this year. Mr. Grigg reported that it is tentatively scheduled for November 21<sup>st</sup> this year.

Ms. Teals showed an Alaska Airlines/Horizon Airlines magazine she received from a citizen. They have a map of Washington in it to promote Washington tourism, but the map does not show Moses Lake. Ms. Teals asked for authorization to write a letter to Alaska Airlines/Horizon Airlines on behalf of the Tourism Commission asking them to include Moses Lake on their map. Ms. Perry moved to approve Ms. Teals' request. Seconded by Ms. Garmon and passed unanimously.

### Adjournment

Ms. Shuford moved to adjourn. Seconded by Ms. Perry. The meeting adjourned at 8:05 p.m.